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Cultural Affairs Committee

8-26-2003

Hollywood Icons, Local Demon- Paintings by Mark Anthony

University of Maine- Museum of Art

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**THE CULTURAL AFFAIRS/DISTINGUISHED
LECTURE SERIES COMMITTEE
GRANT APPLICATION**

PROVIDE 10 (TEN) COPIES, INCLUDING THE ORIGINAL.
PLEASE PLACE A COPY OF THIS COVER SHEET ON TOP OF EACH COPY

I. Applicant/Organization:	Museum of Art
II. a. Responsible Organization Officer: Wally Mason	
b. Title: Director	
c. Campus Address (include EMail and Telephone): Norumbega Hall, 561.3350 w@umit.maine.edu	
III. Summary of program requiring funding (title; featured artist(s); speaker(s); scheduled date (s): Art Exhibition: <i>Hollywood Icons, Local Demons</i> Ghanaian Popular Paintings by Mark Anthony. Presented at the Museum of Art, Norumbega Hall, 40 Harlow St. Bangor October 2, 2003 - January 17, 2004 Expand in fuller detail, a supporting statement with <u>detailed, itemized budget</u> . Funding for current application is contingent upon submission of detailed budget and attendance report for any previous years' grants.	
IV. a. Total funding required for program:> \$ 7,580	
b. Amount committed by applicant organization:> \$ 2,610	
c. Amount committed by/requested of (please indicate which) other funding sources:> \$ 600*	
d. Amount requested of Cultural Affairs/DLS Committee:> \$ 4,370	
Signature of responsible organization officer/date:	08.26.03
 SIGNATURE	DATE

SPACE BELOW FOR COMMITTEE USE:

*Friends of the Museum of Art

\$3250

SEND COMPLETED APPLICATION TO: CULTURAL AFFAIRS COMMITTEE
C/O PRESIDENT'S OFFICE
200 ALUMNI HALL

ORIGINAL

September 15, 2003

Cultural Affairs Committee
c/o The President's Office
200 Alumni Hall



Dear Cultural Affairs Committee;

The Museum of Art respectfully requests funding for the presentation of an art exhibition during the fall semester of the 2003/2004 academic year. Specifically, funding is requested for support of the touring exhibition: *Hollywood Icons, Local Demons* Ghanaian Popular Paintings by Mark Anthony. The exhibition will be presented in Norumbega Hall from October 2, 2003 - January 17, 2004.

The primary role of the Museum of Art is to bring to the University and the external community vital, investigative and scholarly exhibitions, while simultaneously contributing to the dialog within the international arts community by organizing exhibitions, producing relevant collateral materials and scheduling critically significant traveling exhibitions. However, the exhibitions and outreach programs, while imperative to the mission of the Museum of Art, are not self-sustaining. It is for these activities, that the Museum seeks support.

Implementation: Admission, tours and related programs are free for UM students. The exhibition will include extensive didactic labeling, catalogs, gallery guides and explanatory wall panels when relevant. Press releases are sent to local, state and regional media, local schools, arts related and art specific publications. Exhibition announcements reach a current mailing of over 4400. Educational outreach will consist of directed tours for student, civic and senior citizen groups. Public presentations by the Museum staff will further enhance the educational mission of the Museum during this project.

Evaluation: The Museum of Art has implemented specific evaluation tools to assist in future programming and more professional presentation. The staff meets at the end of an exhibition/program to determine the relative success or failure of a project. Criteria include: attendance, scholarly content of the exhibition, visual appeal of the works of art and the installation, impact of schedule on staff, educational value, quality of publications marketing results, community interest and staff observations. The value of implementing this evaluation strategy will lead to improved wall text, more professional labels, gallery guides and more effective directed tours.

Please see the attached budget, visual and narrative support documents for the project.
Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Wally Mason". The signature is fluid and cursive, with a large initial "W" and "M".

Wally Mason
Director



Project: Art Exhibition, Museum of Art

HOLLYWOOD ICONS, LOCAL DEMONS
Ghanaian Popular Paintings by Mark Anthony
October 2, 2003 - January 17, 2004

BUDGET

Total Project Expenses

<i>Participation Fee</i>	3,800*
Website update/maintanance	125
Bulk Mailing	475
Wall Text	275
Design	400
Printing	1,900
Photocopying/Duplication/Gallery Guides	35
<i>Shipping/Handling</i>	570*
Total Project Expenses	\$ 7,580

Revenue

Museum of Art E&G	\$ 2,610
Members of the Museum of Art	\$ 600
TOTAL REQUEST TO CULTURAL AFFAIRS COMMITTEE	\$ 4,370
Total Project Revenue	\$ 7,580

*Items in the expenses category for which CULTURAL AFFAIRS funding is requested are in bold italic type.



Project: Art Exhibition, Museum of Art

Hollywood Icons, Local Demons, Ghanaian Popular Paintings by Mark Anthony
October 2, 2003 - January 17, 2004

Ghananian master artist Mark Anthony is acclaimed for his signage-inspired paintings known to attract audiences to itinerant theatrical performances or "concert parties" by local musicians and actors. Curated by Michelle Gilbert, Professor of Religion at Trinity College in Hartford, CT, this provocative exhibit of contemporary African Art features 18 of Anthony's colorful, bold 8' x 8' paintings on wood. The scenes depict four different morality folk plays based on Evangelical Christianity.

All the examples in this exhibition were created by Mark Anthony, widely recognized as the best of the local artists who create these Concert Paintings. He was not formally trained as a painter, and describes his skill as a "gift from God". He is a Fante from Agona Swedru, the place where Concerts and highlife music were first performed and the area of their greatest popularity today. This is the part of Ghana that first encountered European trade, that acted as a buffer between Europe and the powerful inland kingdoms and that has a long history of breakaway Christian churches and sects.

During the twentieth century this type of painting became integrated into the arts of the communities. The exhibition consists of sets of paintings for four different plays: *When a Royal Dies, We Take Him Home*; *Some Rivalries Are Dangerous*; *If You Do Not Allow Your Brother to Climb*; and *The Judgement Day*. The playwrights often base their plays on well-known stories that nevertheless explore current issues. Of particular interest are tales that reflect the social pressures brought about by rapid change and globalization. Each set portrays key, startling, or fantastic scenes from the plays, designed to attract attention and promote discussion as people walk or ride by. The size and the combination of image and writing make the works feel like an exhibition of bizarre roadside billboards - the type you would pull over while traveling to get a better look at. To make these oversize paintings transportable, the artist makes them in two sections connected with hinges. They can then be folded and tossed on and off trucks - and they show the wear from this use and abuse.

After around two years of use, new paintings are made to advertise new plays. If the old paintings have not disintegrated from exposure to the sun and rain, they are recycled as screen-doors and storage boxes for the boys in the band.

Hollywood Icons, Local Demons is the first exhibition ever held in the United States of Ghanaian concert cartoons.



HOLLYWOOD ICONS, LOCAL DEMONS
Ghanaian Popular Paintings by Mark Anthony
October 2, 2003 - January 17, 2004



HOLLYWOOD ICONS, LOCAL DEMONS

Ghanaian Popular Paintings by Mark Anthony

October 2, 2003 - January 17, 2004

Cultural Affairs Committee
including the
Distinguished Lecture Series
200 Alumni Hall
University of Maine

October 6, 2003

To: Wally Mason

From: Kathleen March & François Amar, Co-Chairs

On behalf of the Cultural Affairs Committee, including the Distinguished Lecture Series, it gives me great pleasure to inform you that your proposal, Art Exhibition, has been awarded \$3,250.00. **Please contact Wanda Legere at 1-1516 before your event takes place to arrange for disbursement of award funds.**

Note: Reception and University of Maine System payroll expenses are not reimbursable through this award.

Please note that acknowledgment of the *Cultural Affairs Committee* is required on all promotional materials. **A budget report must be submitted at the conclusion of your event and will be considered for future funding requests.** It is assumed that projects are completed within 12 months, therefore, any remaining balance will be returned to the Committee account for further distribution unless otherwise notified.

The Committee notes that it does not fund more than 50% of the amount for any given program. It also asks applicants to consider the most reasonable honoraria possible, as there may not be funding for the higher amounts.

We, the members of the Cultural Affairs Committee, congratulate you and wish you much success on this project.



FINAL REPORT: CULTURAL AFFAIRS GRANT

**Hollywood Icons, Local Demons
Ghanaian Popular Paintings by Mark Anthony**

October 2, 2003 - January 17, 2004

The Hollywood Icons, Local Demons exhibition was presented as a featured exhibit for the Museums Fall 2003 schedule. Michele Gilbert, curator of the exhibit and Professor of Religion at Trinity College in Connecticut was the guest speaker at the opening reception on Oct. 1, 2003. The exhibition was well received by the public and the subject of tours from schools throughout the region, including UM students and other community organizations.

The exhibit received media attention in the Maine Times and the Bangor Daily News and was a popular exhibit with school children. Publicity included: 6000 color announcements distributed to K - 12 schools, colleges, museums and galleries throughout New England as well as the University, Orono, Bangor and surrounding communities. Group tours were made available to senior groups, social agencies as well as elementary and high schools throughout the area.

Hours for the exhibition were Tuesday - Saturday 9 - 6 pm and Sundays 11 - 5 pm.

Please find the following attachments:

Final budget for the project
Exhibition announcement
Gallery note

www.umma.umaine.edu



FINAL REPORT

Budget:

**Project: Art Exhibition, Museum of Art
Hollywood Icons, Local Demons
Ghanaian Popular Paintings by Mark Anthony
October 2, 2003 - January 17, 2004**

CULTURAL AFFAIRS GRANT AMOUNT:	3,250.00
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Michele Gilbert /Participation Fee	3,800.00
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Total project expenses paid by Cultural Affairs Grant	3,250.00
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